

THE SEA COAST ECHO.

Carries all the local news of import and interest. No other newspaper serves fully and has as wide a local coverage. Every home should have the home paper. It identifies good citizenship. 6 months, \$1.25; one year, \$2.00.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BIDS FOR NATURAL GAS SYSTEM TO BE OPENED BY CITY ON JANUARY 7.

Board of Mayor and Commissioners Authorized Procedure at Special Meeting Thursday—Construction to Follow Five Days After Engineer Issues Work Order—Long and Persistent Effort About to Bear Fruit.

At a special meeting of the Board of Mayor and Commissioners of the City of Bay St. Louis, held Thursday afternoon, it was authorized to invite bids for a complete natural gas system, for the city on January 7, 1939, at 10 o'clock a. m.; to be read aloud and be tabulated and award made there and then in accordance with plans and specifications which small govern the construction features of the project.

Cost of the project, to be city-owned, will approximate \$200,000 and bonds in that amount to be issued. However, only the amount necessary thereof will be sold. The successful contractor will begin prosecuting his bid five days following the issuance of work order by the engineer in charge of construction, representing the city.

The bonds are to be known as revenue bonds, self-financing, and were authorized by voters of the city at a special election on November 12, by a vote of 401 to 13.

This places a definite emphasis on the proposed natural gas project for Bay St. Louis. It has been a long and hard fight but its consummation is finally in sight—with the sale of bonds and contract for construction to bid on January 7.

F. P. Joseph, M. E. consulting engineer, is in charge of the project. He has had a long and successful experience in this sort of work and has brought natural gas to many a town and city smaller than Bay St. Louis.

Natural gas for Bay St. Louis has long been a cherished hope and urged and sponsored for many years by Mayor G. Y. Blaize, who had made this a project dear to his heart for the people of Bay St. Louis. Not only a pioneer but he has been the daddy of the gas project. Equally enthusiastic and hard workers for the enterprise are City Commissioners W. L. Bourgeois and H. Grady Perkins who have co-operated with every move for the realization of the project. The Bay St. Louis Chamber of Commerce has also been a pioneer worker in the cause and the Bay St. Louis Rotary Club the past year or two has been instrumental in effective co-operation, working indefatigably in and out of season.

Gas for Bay St. Louis will come to Bay St. Louis for the new year. It will be city-owned and city-controlled and will furnish a further source of revenue. Owing to the peculiar geographical situation of Bay St. Louis, cut off in front by a body of water two miles wide, and to the rear by many miles of cut-over lands, isolated, as it were, presented no easy problem. However, these obstacles seem to have been overcome and gas will be furnished by way of down the G. & S. I. R. R. line of way from Jackson, skirting rear city limits of Gulfport, Pass Christian and coming in over the Bay from a given point.

Gas is definitely assured. Our people are naturally jubilant. They are grateful to the city fathers. Benefits to accrue therefrom are only of a nature that means for personal comfort and daily convenience, but from that standpoint of increasing realty and other values. For this and all other reason we shall have the advent of natural gas to our city.

BOARD SUPERVISORS REDUCES TAX LEVY FOR NEW YEAR OF 1938-39

Lowest Tax Rate in Fifteen Years, Reported—Forty Mills In Waveland and Bay St. Louis—Homestead Owners To Pay 18 Mills.

Hancock county Board of Supervisors adjourned its December meeting this week and before doing so declared the tax levy for the new year. Including the State levy of 6 mills, (which was 4 mills last year), the total general fund levy totals 40 mills inside corporate limits (Bay St. Louis and Waveland), and 50 mills outside corporate limits. The reduction this year over that of last year is 9 mills; last year, 6 mills. Thus a total reduction in two years of fifteen mills.

Tax-payers entitled to home exemption will find their payment will be only 18 mills.

Following is the levy in detail showing how the millage is divided and what each place in the county will pay into the school fund.

The Sea Coast Echo

The County Paper.

BAY ST. LOUIS, MISS., FRIDAY, DECEMBER 23, 1938

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HANCOCK SELLS \$75,000 FUNDING BONDS IN BULK AT PREMIUM OVER TOTAL

That The County's Bonds Were Purchased Above Par Is Tribute To Its Structural and Financial Standing—Bonds to Be Redeemed Over Period of Ten Years.

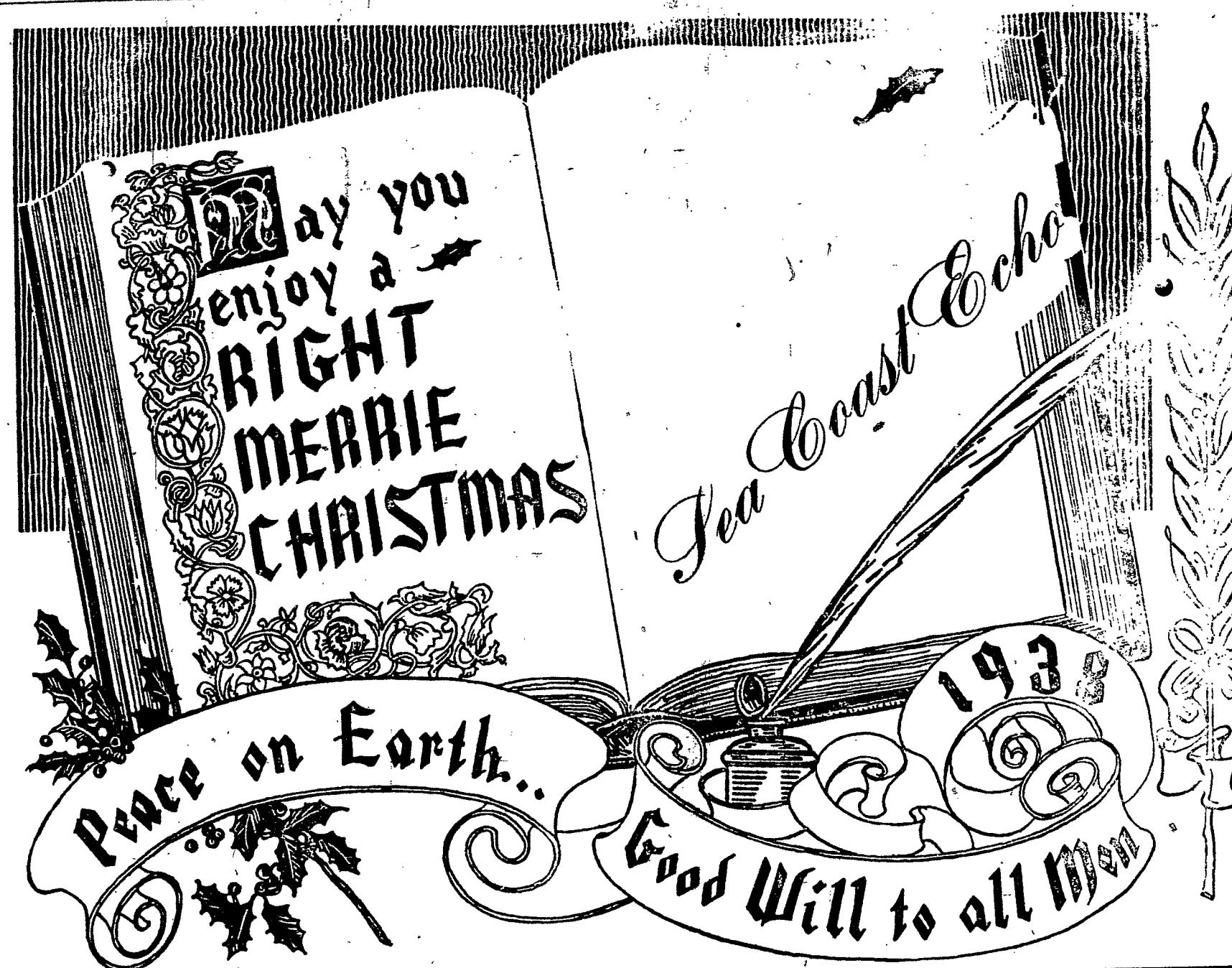
The entire issue of \$75,000 Hancock county funding bonds were sold at the courthouse Monday afternoon at 2 o'clock, when bids were opened before the Board of Supervisors, and were sold not only at par but at a premium of \$752.50, a sum of bond buyers taking the entire lot.

That the bonds were sold at par and at a premium speaks well for the credit and financial soundness of Hancock county and its affairs as administered to by the Board of Supervisors and associate officials. It is a challenge to those who might have thought otherwise and is not only a substantial compliment but confirms the fact the county is in fine condition.

The bonds are in denomination of \$1,000 each and run over a period of ten years, and bear interest at the rate of 5 per cent. The first five years \$7,000 each year will mature—total \$35,000. The second five-year period \$8,000 each year—\$40,000. Grand total \$75,000.

By special act of the Legislature Hancock county was enabled to issue the special funding bonds, the validity of which was confirmed by the Supreme court. This amount is to pay bills, the bulk of which is to discharge obligation of the county's share in federal relief work, which has benefited our people so generally.

Clerk of the Board, A. G. Favre, stated that the regular routine—before the funds will be available—will take about ten days from Monday when the sale was affected. He stated that every effort will be made to discharge every obligation possible for which this bond issue was specifically authorized to pay. And that would be done within the shortest possible time.



WAVE AND DWELLING DESTROYED

Fire From Origin in Attic Totally Burns Home of Sam B. Keen on Beach

Originating in the attic of the kitchen, from a presumably defective flue, fire totally destroyed the handsome Waveland beach home of Sam B. Keene, Thursday afternoon.

The loss was partially covered by insurance in the London, Globe and Liverpool, Insurance Company, Geo. R. Rea, resident agent. Furniture, partially insured, was saved to some extent.

Mrs. Keene and family were at home at the time but Mr. Keene was away at his office in New Orleans.

Bay St. Louis fire department promptly responded to the call but due to lack of water and pipe connections was unable to stem the fire, however, the firemen aided along with the citizens who had answered the call and attempted to do all possible.

Officer August Ruhr, who was one of the first to be on the scene of the fire as it appeared in the kitchen was quickly extinguished, but it had gained considerable headway, had soon beyond control.

"If we had a supply of water," he said, "it would have been an easy matter to control the fire in the attic before it gained considerable headway. We had plenty of help and willing workers but the water with which to fight the fire was missing."

The loss is variously estimated from \$10,000 to \$12,000.

CHRISTMAS SERVICE AT OUR LADY OF THE GULF.

There will be five masses at the Church of Our Lady of the Gulf Christmas morning.

The usual beautiful Mid-Night Mass will start the day, to which the public is invited. Other services will be at 6, 7, 8:30 and 10 o'clock.

Very Rev. A. J. Gmelch pastor, will be the chief celebrant at Mid-night Mass.

Music program by the choir of the Brothers of Sacred Heart.

CARCO'S GROCERY STORE AT THE PASS ROBBED

Carco's Grocery Store, located on Davis avenue, Pass Christian, was robbed Sunday night. A report says the burglars opened the door with a pass key. About \$9,000 in cash was taken and an approximate sum of \$75 to \$80.00 in checks and warrants were also carried away. Aside from this none of the stock was touched.

The building is occupied by C. D. Blair, R. E. A. engineer and family as residence. Coals fell from the fire and soon the flooring under the hearth stone was ablaze. Mrs. Blair, sitting up with a sick son, had not as yet retired and thus was able to discover the fire and an alarm to the city fire department was turned in. The department responded promptly and the fire was soon under control, with little damage. The room in which the fire occurred is located on the second floor. The loss was covered by insurance in the Geo. R. Rea insurance agency.

Seven Million Trees Are Planted In South Mississippi Forests

Hattiesburg—The annual pine tree planting program has started in the Leaf River district of the De Soto National forest.

Conservation corps workers plant

the one-year-old seedlings under

supervision of forest service at-

taches.

L. P. Sheep, district forest ranger

said about 7,000,000 seedlings will

be planted on about 6,000 acres of

cut-over lands between now and

next March.

At the present time planting is un-

der way in Perry county. The seed-

lings are grown at the W. W. Ashe

nursery near Brooklyn, Forrest

county.

K. OF C. ENTERTAIN MANY ON OCCASION XMAS PROGRAM

K. C. Hall Filled to Overflowing Tuesdays—"Ladies Night."

Members of Pere LeDuc Council, Knights of Columbus, entertained many guests Tuesday night at the local hall, Main street, on the occasion of the annual Christmas tree entertainment. It was ladies night and as many of the fair sex were present as members of the sterner class. And in brief, the occasion was not only one of a large gathering but of thorough enjoyment.

As an added feature to the program, members of St. Stanislaus College band discussed the music of the evening at intervals, and were under the direction of Bro. Romuald.

Miss Majorie Seafide sang the solo parts of Christmas numbers, joined in by the audience, with Mrs. Alcine Saucier at the piano.

Deputy Grand Knight C. J. Gordon, of the council, was master of ceremonies. His happy and inimitable way instantly scored.

Delegated by Santa Claus, Arthur represented the jolly old gentleman, who distributed toys from the base of a lighted Xmas tree.

There was a toy for each member and an appropriate and specially prepared little address for each recipient, much mirth resulted.

Arthur A. Seafide and August who were specially presented with the Rev. Leo F. Fahey, originally of the entire program, reading a telegram apparently intercepted by Santa.

She is survived by one daughter, Theresa MacPie, resident of Waveland, and a sister, Mrs. William Burke, of New Iberia, La.

Last rites will take place at 10 o'clock this Friday morning, with requiem mass at the church of St. Claire, Waveland, the Rev. M. J. Costello, pastor, interment in St. Mary's cemetery, Bay St. Louis.

Mrs. Le Bourgeois was a woman noted for her culture and learning, descendant of two of the oldest and best known families in New Orleans, representing the old aristocracy of Old New Orleans. A woman of education; she was native born to many of the finer attributes that go to make for the finer life.

Her passing is deeply regretted both in New Orleans and the Bay-Waveland section where she was well known and highly esteemed.

Live Coals Set Blair Residence, on S. Beach, On Fire Thursday Night

Fire Thursday night at 11 o'clock threatened destruction of the two-story main property on the premises

of Miss Delle McConnell, South Beach Boulevard, who resides at 315 Halesworth avenue, Santa Ana, California.

The building is occupied by C. D. Blair, R. E. A. engineer and family as residence. Coals fell from the

fire and soon the flooring under the

hearth stone was ablaze. Mrs. Blair,

sitting up with a sick son, had not

as yet retired and thus was able to

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city fire department was turned in.

The department responded promptly

and the fire was soon under control,

with little damage. The room in

which the fire occurred is located

on the second floor. The loss was

covered by insurance in the Geo. R.

Rea insurance agency.

EXTENDING HOLIDAY GREETINGS

Business Firms and Individuals Express Greetings to Patrons and Others.

Firms and individuals of Bay St. Louis and Pass Christian, including the city councils of Waveland and Bay St. Louis, send out holiday greetings to patrons and the public in general, using the columns of The Sea Coast Echo to carry the messages of cheerfulness as well as appreciation for patronage and general good will. Including the Mississippi Power Company, there are thirty-five in number. Here they are:

City of Bay St. Louis, Magnolia State Supply Co., Merchants Bank & Trust Company, Hancock Bank, A. G. & J. Reed, Star Stanislaus College, Beach Drug Store, Ashton, Hancock Insurance Agency, Bay Mercantile Co., Globe Laundry, Town of Waveland, Porter's Service Station, Ben Hille's Garage, Flink's Grocery New Orleans Bar, B. R. Engman Store, Dickson Drug Co., Radio & Electric Service, Jos. O. Mauffray, Breath's Haberdashery, Martin's Bar, Arceneaux Super Service, Smith's Grocery, Supertane Gas Co., Red Star Seafood Market, Piazza Brother Barber Shop, Bay Fish Market, Gulf Coast Bldg. & Loan Association.

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CHRISTMAS FIESTA SCORES SUCCESS.

A fairly good-sized crowd attended the Christmas Fiesta and bazaar at St. Joseph's Academy Memorial Hall Sunday afternoon, given by the Parents' Club, and financial results were satisfactory. The booths

carried many and varied things for sale and were well patronized. Net

amount realized was not announced

as yet, waiting returns.

Holiday Proclamation...

Declaring Monday, December 26, 1938, and January 2, 1939, Legal Holidays.

INASMUCH as Christmas Day is a legal holiday, and falls on a Sunday, MONDAY, January 2, is also hereby proclaimed a Legal Holiday, and business may be suspended for the day in order our people might realize to the fullest extent and enjoy both holidays aside from the Sabbath.

Done and signed at the City Hall, this twentieth Day of December, 1938, in Bay St. Louis, Miss.

G. Y. BLAIZE, MAYOR.

Attest: W. L. B

THE SEA COAST ECHO

A CONSTRUCTIVE FORCE IN THE COMMUNITY

ECHO BLDG.

Forty-Seventh Year of Publication

Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County

Official Journal City of Bay St. Louis.

Member National Editorial Association.

Member State Press Association.

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Entered as Second-Class Matter at the Postoffice, at,

Bay St. Louis, Miss., under Act of March 3, 1879.

A Merry Christmas

THE Sea Coast Echo wishes its readers, one and all, a Merry Christmas, and many more.

By a Merry Christmas we use the term that defines the wish in the truest sense. From every angle, to every person and to old and young alike.

Christmas is a season of many moods. It has many phases of meaning, depending on the individual, and, possibly, time and place.

Greatest of all religious feast days. Gladdest of all the year. Universally recognized. Coming to the hearts of one and all alike.

The happiest Christmas, however, is one that brings the greatest comfort, the most satisfaction. To do for others offers the most. And of this we are not unmindful.

To make others happy pays not only the biggest dividends but the more lasting.

Our readers are many and scattered. To all, without exception, a Merry Christmas!

COUNTY HAS LOWEST LEVY IN FIFTEEN YEARS.

TAX-PAYERS have much to be thankful for this year, according to an announcement made by Hancock County Board of Supervisors.

Tax levy this year is reduced 9 mills and assessments have remained practically untouched. The tax levy is the lowest the county has had in the past fifteen years, in addition to a reduction made last year.

The story of the levy and reduction is told elsewhere in the news columns of The Echo.

And the story will perhaps be more convincingly told when payers will be given their receipts. The reduction, aside from homestead exemption, will be considerable.

Homestead owners will pay only 18 mills.

We are very proud of the business-like administration of our county. It will be noted we have forged ahead, no stints on improvement only where good management meant for economy.

The county administration has proven itself progressive and practicing the most consistent economy. It is a great satisfaction to tax-payers and the public in general. They have every confidence in the men who steer the ship of state.

HOUSE COMMITTEE WASTES TIME.

THE House Committee on Un-American Activities, carrying on an investigation under the leadership of Representative Dies, has appeared ridiculous on more than one occasion. When the committee took time to hear a Washington preacher criticize James Roosevelt, the President's son, for an apparent failure to make church donations, it confirmed the growing suspicion that the investigation is being used as a platform for the expression of complaints that have no place in the congressional inquiry.

The Washington preacher based his comment on the failure of young Roosevelt to show such contributions on his income tax returns. Mr. Roosevelt replied that he did make such contributions but that he did not claim deductions for them. Accepting this statement, the preacher, the Rev. Howard Stone Anderson, feels that it is unfortunate that deductions were not claimed, thus laying James Roosevelt "open to what he may feel is unjustified criticism."

It might be a good idea for the reverend brother to conclude that it is unfortunate when a minister of the gospel, without knowing the facts, presumes to criticize any citizen of the United States about his church contributions. This, we think, is a matter for each individual to settle for himself. In brief, it is nobody else's business. Least of all, is it the business of a committee of Congress.

SANTA AND BUSINESS MEN.

WHILE Santa Claus is sweating away at the North Pole with last-minute preparations for what may be his busiest Christmas in many years, it is well to consider how the hearty old fellow has kept ahead of the profession of new ideas and new methods of toy making.

Probably the best quarter of a billion dollars spent in any country is that \$250,000,000 spent annually for toys in the United States. It is a staggering sum, spent for the highest possible good—the giving of hours of happiness to others.

It is spent most judiciously by the mothers and fathers of the nation. Toys must be rugged, else they earn the contempt of Junior and his sister. They must be colorful, easy to clean and enduring. An old toy that has weathered the tempests of childhood is treasured more than many a new and more attractive one. These desirable qualities have kept Santa bumping for new ideas. He has also kept in mind that toys must be smooth-edged to prevent possibility of injury to their youthful owners. For these mechanical improvements, fathers and mothers join the youngster in a great big hand for the old fellow and a promise of a long rest for him after Christmas.

The world needs two things to settle most of its troubles: religion and intelligence.

THE CHRISTMAS STORY

According to Saint Luke, Verses One To Twenty of Chapter Two

AND it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed. (And this taxing was first made when Cyrenius was governor of Syria.) And all went up from Galilee, out of his own city. And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David:) to be taxed with Mary his espoused wife, being great with child. And so it was, that, while they were there, the days were accomplished that she should be delivered. And she brought forth her firstborn Son, and wrapped Him in swaddling clothes, and laid Him in a manger; because there was no room for them in the Inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flocks by night. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David, a Saviour; which is Christ the Lord. And this shall be a sign unto you; Ye shall find the Babe wrapped in swaddling clothes, lying in a manger. And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good-will toward men.

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known unto us. And they came with haste, and found Mary, and Joseph, and the Babe lying in a manger. And when they had seen it, they made known abroad the saying which was told them concerning this Child. And all they that heard it wondered at those things which were told them by the shepherds. But Mary kept all these things, and pondered them in her heart. And the shepherds returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them.

IS THERE NO SANTA CLAUS?

THE most widely read editorial ever written appeared 37 years ago in the New York Sun. It has been reprinted by the Sun annually at Christmas time ever since and is quoted in a score of languages the world over. This world famous "Santa Claus editorial" printed below for the second time in this paper, was an answer to the following letter:

Dear Editor: I am eight years old. Some of my little friends say there is no Santa Claus. Please tell me the truth.—Virginia O'Hanlon.

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect in intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not to believe in Santa Claus! You might as well not believe in fairies! You might get your Papa to hire men to watch all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor man can see.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest men, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view the supernal beauty beyond. It is all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus? Thank God! he lives and lives forever. A thousand years from now, Virginia, nay ten times ten thousand years from now, he will continue to make glad the heart of childhood.

Last call for Christmas shopping; if you have to do it, you'd better do it now.

ON BANKS & BANKERS

by Clayton Rand

AT a Bankers' Convention, reports the Abilene (Kans.) Reflector, the orchestra played, "No, No, a Thousand Times No" and the audience arose, thinking it was the national anthem.

Reading the headline "Prominent Banker Dies of Broken Neck," the Winter Haven (Fla.) Herald comments, "He must have nodded his head."

A lot of jokes are cracked on bankers, and yet as the Chewelah (Wash.) Independent says, "It has been pretty well proved that bankers have just as much to do as preachers with keeping men honest."

While bankers have been ridden pretty hard, they face a constant dilemma; on the one hand, if they are safe and conservative, they are tight-wads; on the other, they are easy and liberal, they are extravagant or reckless.

INTERESTING NEWS ITEMS OF THE MOVIES AND FILM FOLK IN HOLLYWOOD

ICK Powell and Joan Blondell who have been with Warners since 1932 and 1930, respectively, will not renew their contracts when they terminate within the next few months. Although they claim to be doing this in a very friendly spirit, neither Mr. Powell nor his wife have been satisfied with the roles they have been given in the past.

Frank Morgan's hair has turned snow-white. He attributes it to an automobile accident in which he was involved. Mr. Morgan was asleep in the back of the car and woke up to find himself under a clump of orange trees.

Rumor has it that Nelson Eddy and Mrs. Anna Franklin are house hunting. Mr. Eddy is one of the largest income earners in Hollywood. He has three sources to draw from, radio, movies, and concert stage.

Barbara Stanwyck will return to RKO when she finishes work in "Union Pacific." The next story for the star will be Frances Parkinson Keyes' novel, "Hearts Unknown," the story of a young couple in the U. S. foreign service.

The second Charlie Chan picture featuring Sidney Tolar as the detective in place of Warner Oland is to be started this month. It will be entitled "Charlie Chan in Reno."

"The Fighting Irish," which is based on the life of Knute Rockne, famous Notre Dame coach, will have Pat O'Brien as the star. The school will place its facilities at the disposal of the studio during next Spring's football practice.

The title of Maxwell Anderson's "Elizabeth, the Queen," will be changed to "The Knight and the Lady" when Errol Flynn and Bette Davis do the screen version.

Marlene Dietrich will not fulfill her contract with Columbia as it stipulated that Frank Capra would be her director. Mr. Capra will not be available as his final picture for the studio will be "Mr. Deeds Goes to Washington." Miss Dietrich will spend the winter in Hollywood and then go to France where she will make a picture.

Warners may buy Zoe Alkins' "The Old Maid" for Bette Davis and Miriam Hopkins. Paramount paid \$100,000 for it, originally intending it originally for Ann Harding and Claudette Colbert but Miss Harding declined her part. It was later assigned to Irene Dunne, who also refused the role.

Robert Montgomery is to have the role in "Maiden Voyage" which was originally assigned to Fernand Gravet.

Although Jean Hersholt has obtained his release from 20th Century-Fox, he will return to the studio at intervals to play Dr. Dafoe in the quintuplet pictures.

Four members in the cast of "The Lost Atlantis" will be giant creatures of the Mesozoic Age; Brontosaurus, a seventy-foot animal; Stegosaurus, a twenty-foot sawbacked lizard-like creature; Triceratops, a huge reptile, and Allosaurus, who resembles a giant kangaroo. The studio has spent a year preparing for the picture from scientific data received from Yale University and the Smithsonian Institute.

Hedy La Marr will sing her first screen song in "A New York Cinderella." She has a lovely voice and will sing a Spanish love song while taking a shower.

Richard Carlson who has a part in "The Young in Heart," is only 26 years old, but he is a graduate of the University of Minnesota, served a term at that institution as professor of English, and has written, directed, and acted in plays before coming to the screen.

Gilbert Kanour of The Baltimore Evening Sun, heads his list of the

IT'S TRUE! By Wiley Padan

FRANK PORZAGE, DIRECTOR OF SWIMMING TEAMS & CHIEF OF ICE POLO PLAYERS ON 46th PACIFIC COAST.

MELVYN DOUGLAS WAS EDUCATED AS A YOUTH TO BE A MUSICIAN AND OFTEN AMUSES HIMSELF BETWEEN SCENES & WORKING OUT ARRANGEMENTS & NEW MELODIES.

JOAN CRAWFORD IS SOUL OF THE FILM COLONY'S MOST GRACEFUL DIVERS. DIDN'T LEARN TO SWIM UNTIL SHE CAME TO HOLLYWOOD!

LEO SULLIVAN IS POET FILLED WITH CLASSICAL PHONOGRAPH RECORDS. MOST STARS ESTIMATE THESE ARE MORE THAN THREE THOUSAND!

JOAN CRAWFORD ONE OF THE FILM COLONY'S MOST GRACEFUL DIVERS. DIDN'T LEARN TO SWIM UNTIL SHE CAME TO HOLLYWOOD!

MARGARET SULLIVAN HAS PURCHASED AN AUTO TRAILER.

ROBERT YOUNG IS CONSIDERED QUITE ADEPT AT AMATEUR BOXING.

Style Flash: JOAN CRAWFORD LEFT & WEDDING GOWN IN THE SHINING HOUR.

New York, N. Y.—"IT'S TRUE!" that Joan Crawford dances in a motion picture for the first time in five years when she has Tony De Marco as her partner for a sequence in "The Shining Hour," says Wiley Padan. "The difficult routine includes variations of the tango, rumba, fox trot, tap, eccentric and ballroom dances, starting slowly in accepted ballroom technique and ending on a high note of modernistic stepping!"

Christmas Bells

I HEARD the bells on Christmas Day
Their old familiar carols play,
And wild and sweet
The words repeat.

Of peace on earth, good-will to men!

And thought how, as the day had come,
The belfries of all Christiandom
Had rolled along

The unbroken song.

Of peace on earth, good-will to men!

Till, ringing, singing in its way,
The world revolved from night to day,
A voice, a chime,
A chant sublime.

Of peace on earth, good-will to men!

Then from each black, accursed mouth
The cannon thundered in the South,
And with the sound
The carols drowned.

Of peace on earth, good-will to men!

It was as if an earthquake rent
The hearth-stones of a continent,
And made forlorn

The households born

Of peace on earth, good-will to men!

And in despair I bowed my head;
"There is no peace on earth," I said;

"For hate is strong,

And mocks the song

Of peace on earth, good-will to men!"

Then pealed the bells more loud and deep:
"God is not dead; nor doth He sleep!

The Wrong shall fail,

The Right prevail,

With peace on earth, good-will to men."

—H. W. LONGFELLOW.

MOST IMPORTANT NEWS STORY OF 1938 COVERS 10 EVENTS

Czechoslovakian Crisis, Munich Pact and Threats of A Major European War Ranks First

The Munich pact, which brought an end to the Czechoslovakia crisis and immediate threats of a major European war, was the most important news story of 1938, according to editors of the Associated Press, who this week announced their selections for the ten top stories of the year.

The A. P. listed the most important stories as follows:

1. Pact at Munich brings peace to Europe but poses questions for future.

2. Treatment of Jews in Germany and elsewhere causes world-wide repercussions.

3. Republicans achieve sweeping gains in November elections as the Administration "purge" meets failure.

4. Most populous and richest area of the country suffers from devastating hurricane.

5. Fall of Hankow and Canton in China furthers Japanese objectives but the fighting goes on.

6. Douglas Corrigan gains world adulation in sensational "wrongway" flight to Ireland in crate.

7. Howard Hughes calmly but expensively sets round-the-world record in 91 hours and 17 minutes.

8. Forty-six die when the Milwaukee Railroad's "Olympia" plunges into Montana Creek.

9. John

**HIGH SCHOOL BAND
GIVES FIRST CONCERT
TO LARGE AUDIENCE**

Sixty-Piece Band Under Direction W. C. Morgan, Scores Monday Night

The Bay High Band, under the direction of Mr. W. C. Morgan, presented its first concert on Monday, December the nineteenth, at Bay Hi Auditorium.

The program included selections played by the entire band, and solos and duets played by its various members.

"America," played by the band was the first number on the program and it was followed by a march, "Tramp! Tramp!" The band then played "Dot and Phil" which was succeeded by a flute solo, "Caprice" by Mary McDonald. Next were two waltzes "Magdalen," and "Bella," rendered by the band. Shirley Smith and her Tenor Saxophone then played an English love song, "Believe Me If All Those Endearing Young Charms," and the Trombones were featured in "Drink To Me Only With Thine Eyes." Miss Bennett director of the Pass Christian band then led the band in "First Parade March." "Hark the Herald Angels Sing," a flute duet by Anne Smith and Mary McDonald, was next on the program and was followed by "Silent Night," a Christmas carol, by the Band.

The second part of the program consisted of novelties by various sections of the band. They were: Piecing the Band, The Old Water Bucket and the German Band!

The German Band was directed by Carrie Lynn Nolan and including—Bass Horn, Walter James Phillips; Trombones, Donald Nelson and Russell Chapman; Clarinets, Leo Schindler and Jack Baxter; Cornet, Harry Tucker.

The third and closing part of the program included four selections played by the entire group.

"Our Director," "A March," "Herrmina, A Waltz," "Bohdan," a March and "Farewell To Thee."

LOCAL HOSPITAL NOTES OF THE WEEK.

Mr. Albert Cuevas of Standard who has been ill for quite a while was able to be dismissed.

Baby Carolyn Hoda of Kiln is improving after quite a continued illness.

J. W. Page is a medical patient. He was taken ill at school.

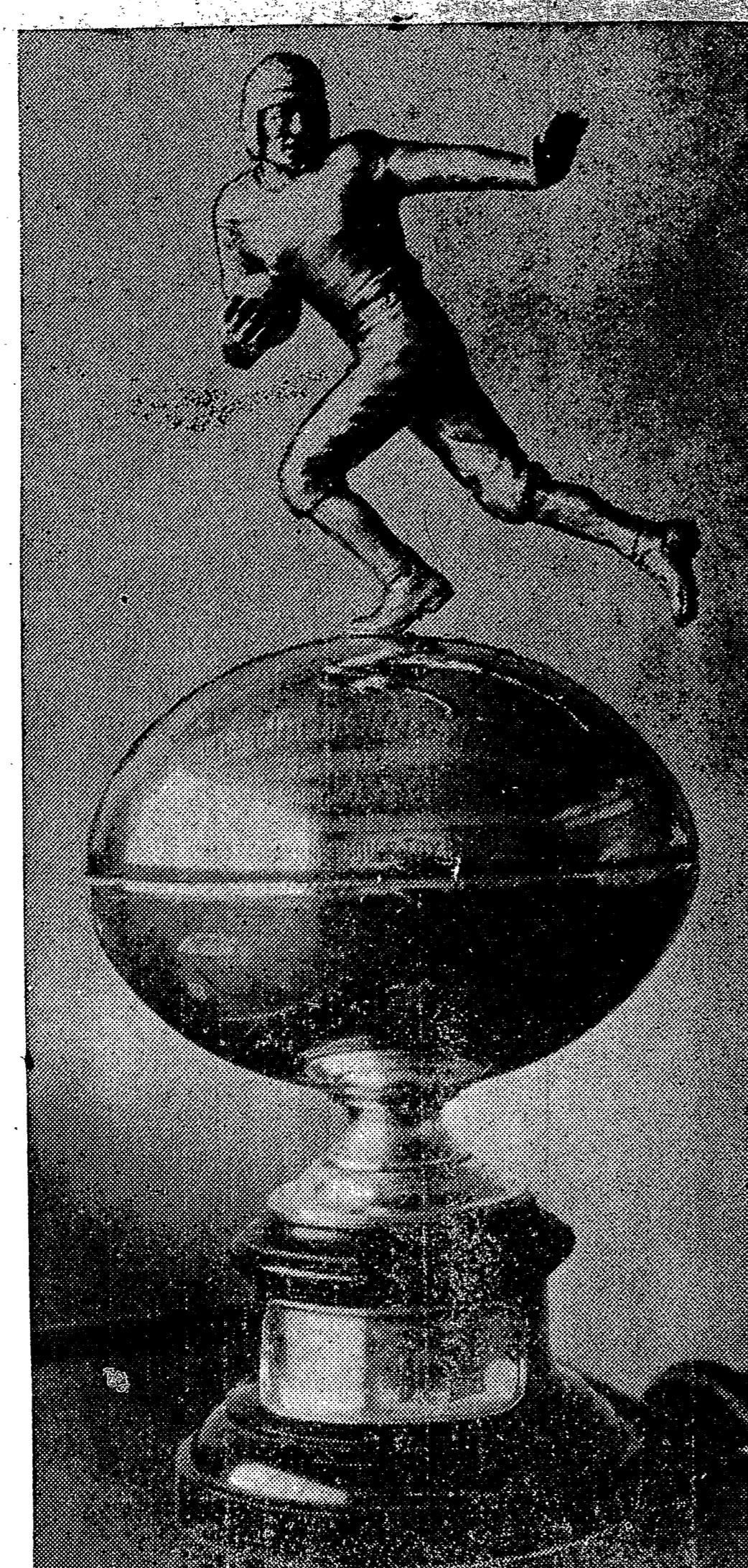
Chester Garcia of Lakeshore is a medical patient.

Miss Celia Smith is improved some, since last week.

Mrs. Hilda Koenan and baby daughter were dismissed from the hospital Tuesday.

Mr. Calvin Shaw was able to be dismissed yesterday. We are all proud uncle Calvin is able to be out again.

TOY BOWL TROPHY



The Hereford-Turcan trophy, awarded to Saint Stanislaus for six months for having tied the Jesuit High School team in the annual Toy Bowl Classic at New Orleans last Sunday. The Jesuit High School will possess it during the second half of the year.

Bay St. Louis Methodists Observe Christmas With Special Services

WELCOME NEW YEAR.

By Adelaide Mapp

'Tis the New Year, we welcome A New Year, fresh and bright Carrying under its mantle New hours, days and nights.

We have waited oh, New Year To begin our plans anew Do you not, hear our happy cries Ring out the old, ring in the new.

What joy you bring, oh New Year What cheer and peace on earth Make bright our many futures And fill them with your mirth.

'Tis the New Year, we welcome May it be a prosperous year And fill our many cities With wealth, with luck, and cheer.

May we all get great pleasure in greeting our friends, at this holy time, in the name of our Lord, whose birth we are again privileged to celebrate over the earth. May the Prince of Peace fill our hearts with joy, as we go forth in our fields of service for another year.—Andrew J. Boyles, Pastor.

BIG COAST HOTEL ON NEW PLAN

Edgewater Is Under New Ownership Extensively Improved—To Remain Open All Year

Gulfport, Miss., Dec. 21.—The Edgewater Hotel has opened for the winter season and under its new policy will operate the year round. D. O. Conwill, manager, announced.

During the fall season various improvements, some of which are still underway, were launched. The exterior and interior of the hotel are being refinished, new Venetian blinds were added and also new carpets. The driveway entrance is being widened. The hotel has put up signs in several southern cities.

Mr. Conwill has been at the hotel for nine years and for five years has been manager. The personnel varies from about 100 to 300 and department heads include:

A. P. Schumacker, Gulfport, auditor's office; Mrs. Nan Misner, Gulfport, manager's secretary; Miss Opal Fountain, Hattiesburg, housekeeper; Harold Reinerson, Gulfport, night auditor; Louis Paul, assistant auditor; Miss Kathryn Bellew, Biloxi, auditor's office; Paul Montel, Gulfport, garage manager; S. C. Palmer, Biloxi, club house; Frank Jones, Biloxi, greens keeper; W. C. Jones, Biloxi, gardener; Pete Clarice, Gulfport, engineer; Harry Gautier, Biloxi and Charles Cuendet, Gulfport, assistant engineers; Miss Dollie O'Neal, Biloxi, dining room; Dave Buskirk, Waveland, chef; and Arthur Graham, Illinois, in charge of the stables; Miss Aretha Ladnier, Gulfport, beauty parlor; C. M. Compton, Gulfport, turkish bath department, and Ed Barber, Gulfport, barbershop.

PASS CHAMBER OF COMMERCE WANTS POLES REMOVED

From Beach — Resolutions Adopted Preliminary to Extensive Beautification Program.

Joining the various civic and other organizations launching an extensive beautification program for the Mississippi Gulf Coast section; particularly this west area, the Chamber of Commerce, Pass Christian, has adopted resolutions, asking the removal of all telephone and telegraph poles from the beach front.

A copy of this resolution, received by The Echo, carries the story and is here published:

Whereas, the various public bodies and this, the Pass Christian Chamber of Commerce, are undertaking a program for the beautification of the beach front in Pass Christian and the adjoining areas; and whereas, it is the opinion of this body that the continuance of the numbers of telephone and power company poles and lines along the said beach front constitutes one of the most serious and unsightly detriments to the beautification of said beach front, and prompt steps should be taken by the municipal and other governmental authorities to have such poles and lines removed and, if necessary, placed in underground conduits; it is therefore

Resolved by the Pass Christian Chamber of Commerce, that this body go on record opposing the continuance of said poles and above surface telephone and power lines and advocating the prompt removal of same from the beach front of Pass Christian and adjoining areas; and that this body recommend that the municipal and other governmental authorities take prompt steps to have said poles removed and, if necessary, the said wires placed in underground conduits; and that a copy of this resolution be forwarded to the Mayor and Board of Aldermen of this city, the Board of Supervisors of this county, the Highway Commission of Mississippi and the press.

Unanimously adopted in regular meeting, this, the 15th day of Dec. A. D., 1938.

I, Myrtle S. McDermott, secretary of the Pass Christian Chamber of Commerce, do hereby certify that the foregoing is a true and correct copy of resolution unanimously adopted by said Chamber of Commerce, at its regular meeting on Dec. 15, 1938.—Myrtle S. McDermott, secretary.

Administration At Waveland Announces List of Appointments

The Board of Mayor and Aldermen of the Town of Waveland, after organizing for their new four-year term, made the following appointments:

Secretary—Frank Miller.

Chief of Sanitation—Julian R. Favre.

Special Officer—August Ruhr.

Registrar of Voters—E. G. Mandeville.

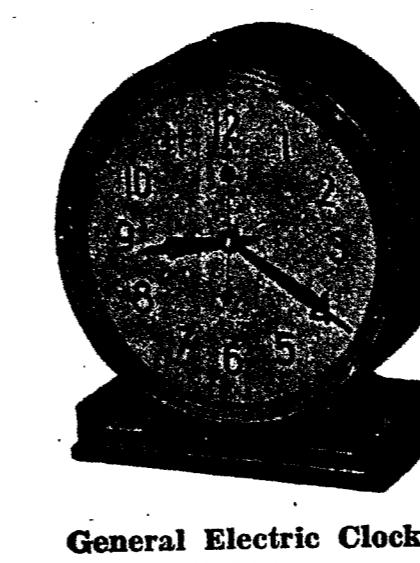
Election Commissioners—Walter Turcotte, Roger Bordages, Sidney Bourgeois, and Tony Bourgeois, peace and returning officer.

Attorneys—Gex & Gex.

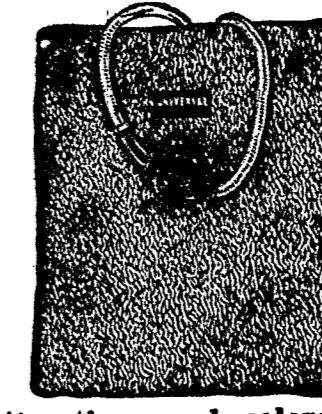
Cook for 4 minutes, stirring constantly. Beat with rotary egg beater until smooth; add sugar and salt. Return to fire and cook 4 minutes longer. Cool. Fold in cream which has been whipped. Place a rounded tablespoonful of chocolate mixture into each cup and pour hot milk over it.

EASY-TO-BUY

STYLERS
THAT EVERY WOMAN WANTS



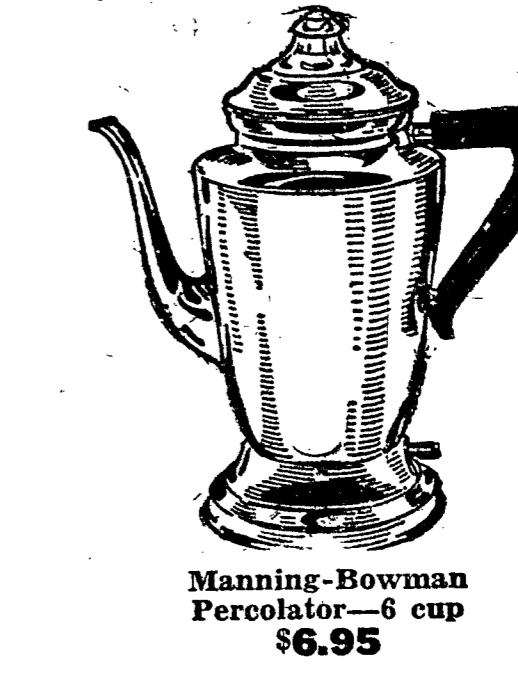
General Electric Clocks \$2.95 up



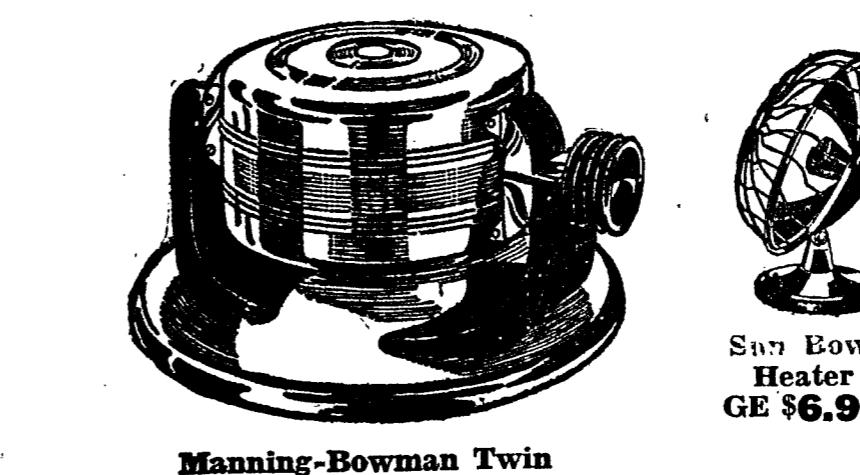
Westinghouse Automeal ROASTER \$29.95 Cooks complete meal—plugs in anywhere.



Beautiful General Electric Toaster Set with 14 pc. Pottery Service, Stanglware, Rainbow pattern, and 5-ply walnut finished wood tray \$23.95



Manning-Bowman Percolator—6 cup \$6.95



Manning-Bowman Twin Waffle Iron—\$12.50

MISSISSIPPI POWER COMPANY

MA-6438

"Dixie Afternoon"

Held by Bluebirds."

The Bluebird Society held a Dixie Afternoon Thursday at the home of Mr. and Mrs. J. B. Trapolin, 2336 Napoleon avenue, New Orleans. Mrs. Evelyn Garror Adler was chairman for the musical program, which consisted of solos by Mrs. William H. Byrnes, Mrs. Louise Bageri and Mrs. Adler with Mrs. E. J. Rodriguez as accompanist.

Members who were wearing Dixie costumes formed a procession and the costumes of Mrs. Cora B. Crisler which was worn by her grandmother at Gov. McRae's inaugural ball, was voted the best.

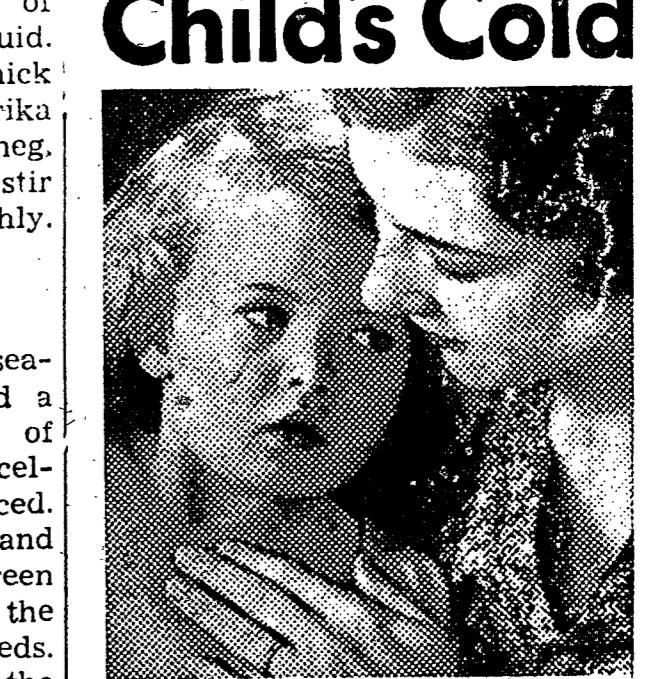
Christmas carols were sung by all and a most delightful afternoon was enjoyed by the large number of guests.

Mrs. Crisler is well known locally as the mother of Mrs. Alice C. Buckley.

MOTHER!

**don't experiment
with your**

Child's Cold



Often, "mere colds" have serious consequences. It is dangerous to neglect a cold—equally dangerous to experiment with half-way measures.

Feel safe! Use Vicks VapoRub—the proved external method of treating colds. No risks of constant internal "dosing," which so often upsets delicate digestions and lowers resistance when most needed.

DOUBLE DIRECT ACTION

Just rubbed on at bedtime, Vicks VapoRub fights a cold direct—two ways at once—by stimulation and inhalation. This combined poultice-vapor action loosens phlegm—soothes irritated membranes—eases difficult breathing—helps break congestion. Often by morning the worst of the cold is over.

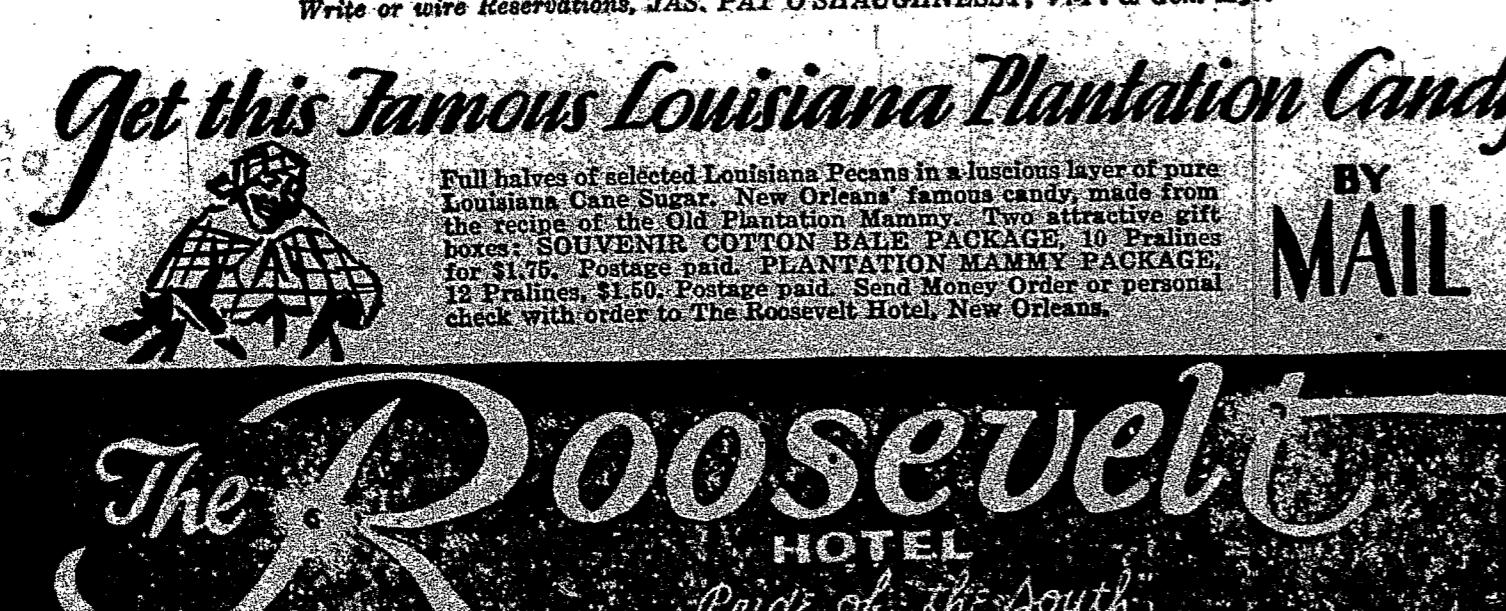


FINEST HOTEL IN DIXIE

Warm cordiality, an atmosphere of rare beauty and good taste, a sincere regard for your well-being—plus the modern equipment, service and the fine, satisfying foods that make comfortable living away from home possible. These things have won and kept leadership for The Roosevelt.

These indispensable things are yours to command at the most moderate tariff. 800 rooms with bath.

Write or wire Reservations, JAS. PAT O'SHAUGHNESSY, V.P. & Gen. Mgr.



The Roosevelt
HOTEL
Pride of the South

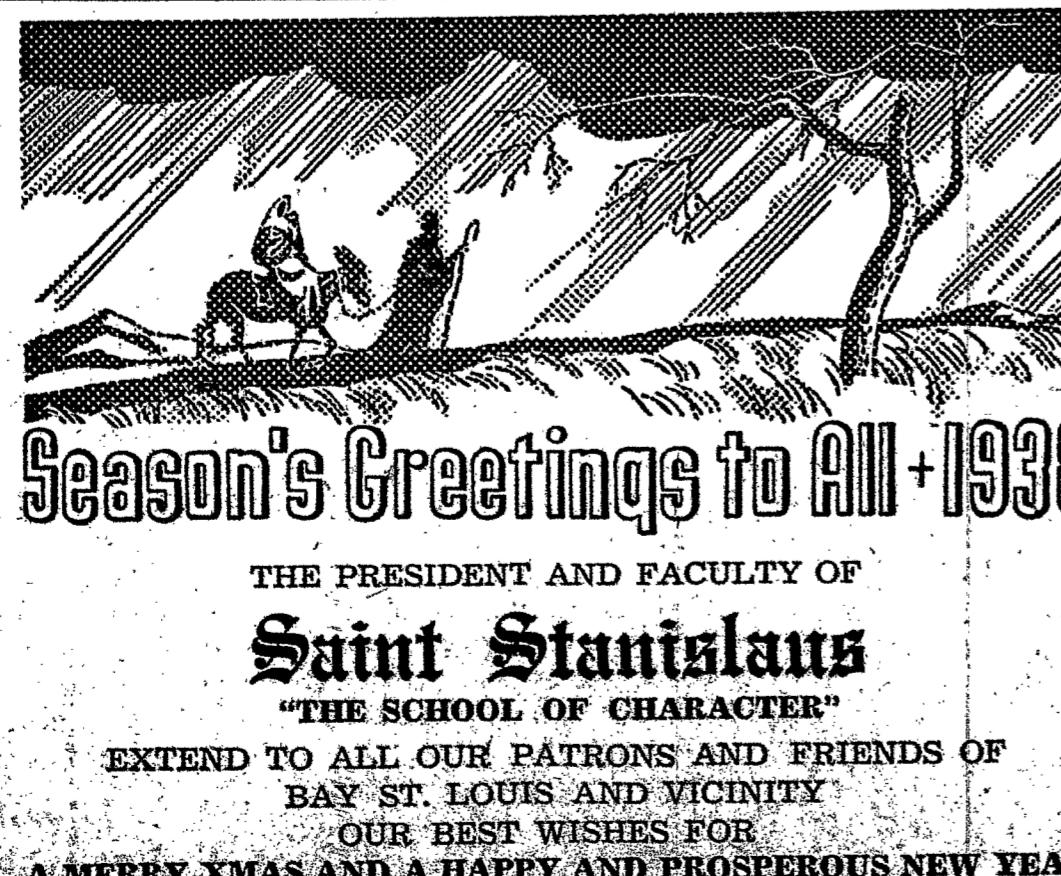
YULETIDE GREETINGS



When you want—The VERY BEST GOODS
AT LOWEST POSSIBLE PRICES
Come to Our Store
Satisfaction Guaranteed — For Prompt Service
JOS. di BENEDETTO
PHONE 233 Bay St. Louis, Miss.



TO ALL OUR
FRIENDS AND CUSTOMERS
From the Management of
GLOBE LAUNDRY
Hancock Street PHONE 160



A Merry Christmas to You All

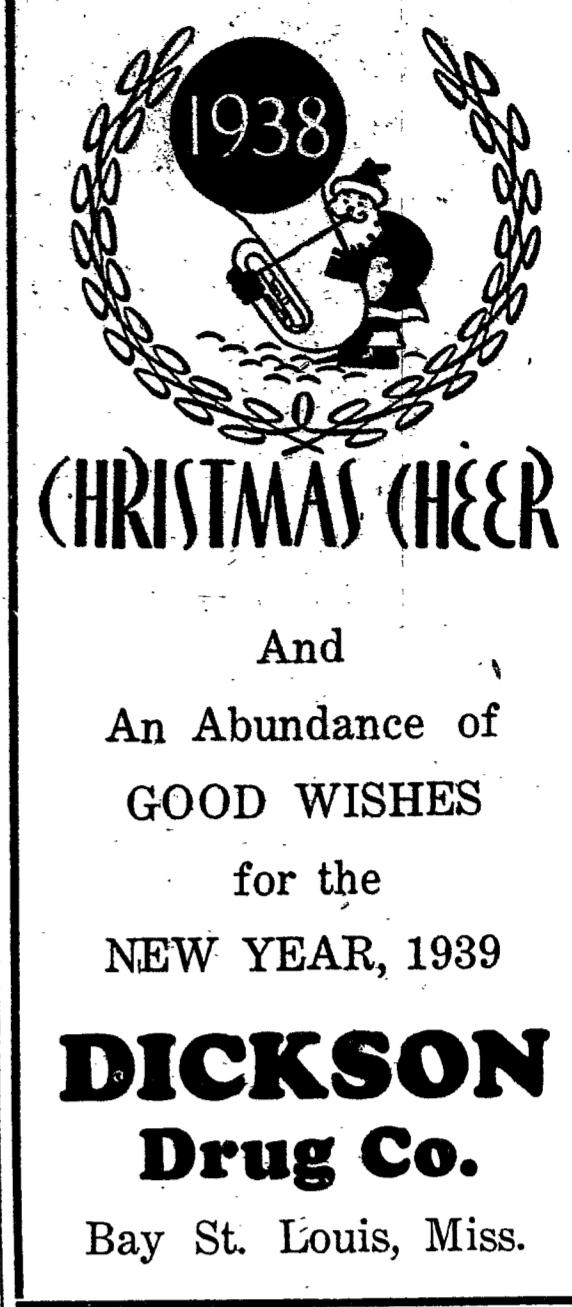


I SAW THREE SHIPS COME SAILING IN ON CHRISTMAS DAY IN THE MORNING.. 1938

TO THE CITIZENS OF BAY ST. LOUIS, MISSISSIPPI.

WE, the Commission Council of Bay St. Louis wish to express to you our sincere Christmas greetings and trust and hope that the NEW YEAR of 1939 will bring to you peace, happiness, health and prosperity.

G. Y. BLAIZE,
W. L. BOURGEOIS,
H. GRADY PERKINS.



DICKSON
Drug Co.
Bay St. Louis, Miss.



--- From The ---
Merchants Insurance Agency

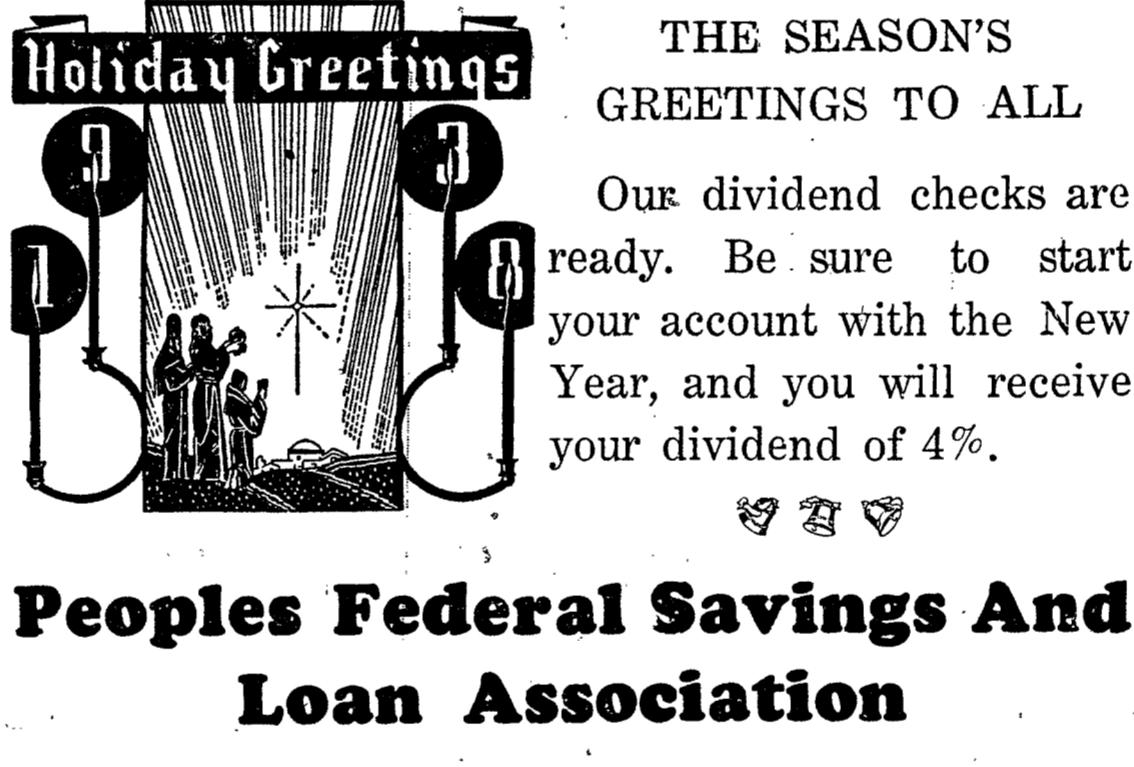
We Write All Kinds of Insurance
Merchants Bank Bldg.



We Thank our Patrons for their confidence
and patronage

**Merchants Bank
And Trust Co.**

CHAŚ. G. MOREAU, Pres't.
W. J. GEX, JR., V. Pres't.
EMILIO CUE. V. Pres't.
JOE B. BURROW, Cashier.
ROBT. L. CAMORS.
ETHEL H. GEX.



THE SEASON'S
GREETINGS TO ALL
Our dividend checks are
ready. Be sure to start
your account with the New
Year, and you will receive
your dividend of 4%.

Peoples Federal Savings And
Loan Association



1938
Season's Greetings



To All Our
Friends and Patrons

Supertane
GAS COMPANY



Season's Greetings... 1938

Christmas Week Program
Sunday-Monday, 25-26.
CLARK GABLE AND MYRNA LOY in
"TOO HOT TO HANDLE"
News and Cartoon.
Tuesday, December 27.
DENIS O'KEEFE & FLORENCE RICE in
"VACATION FROM LOVE"
Comedy and Short Subjects.
Wednesday, December 28.
ROBERT CUMMINGS & MARY CARLISLE in
"TOUCHDOWN ARMY"
Short Subjects.
Thursday-Friday, 29-30.
BETTE DAVIS & ERROL FLYNN in
"THE SISTERS"
News and Cartoon.

...A. & G. THEATER...
The Management extends SEASON'S GREETINGS.



YULETIDE
GREETINGS

MERRY CHRISTMAS
and
HAPPY NEW YEAR
TO ALL

B. R. ENGMAN
STORE

HOLIDAY GOOD CHEER TO ALL + 1938

Magnolia State Supply Company

— Everything For The Builder —

See Us Before Building For The New Year

MAIN STREET

TELEPHONE 7



Deck the halls with boughs of holly
— TOY TOWN —
BLANKETS — GIFT GOODS
THE BAY MERC CO.

Come see our new store.



AND BEST WISHES FOR
A GLORIOUS AND HAPPY NEW YEAR

For the Best Drinks — Visit The

NEW ORLEANS BAR



HANCOCK BANK

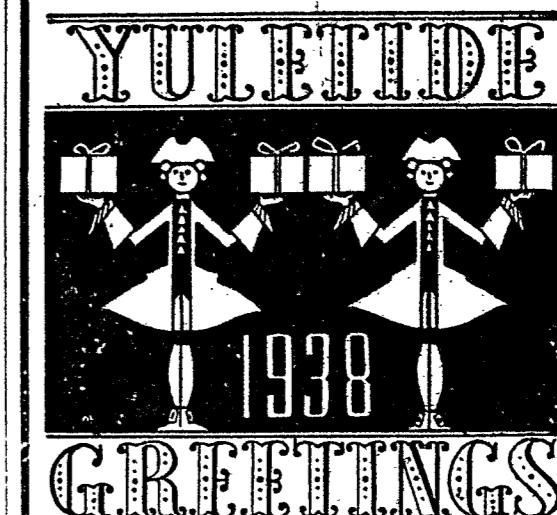
GULFPORT, MISS.
BAY ST. LOUIS, MISS.
PASS CHRISTIAN, MISS.



And Best Wishes
For a Happy and
Prosperous New Year
To All

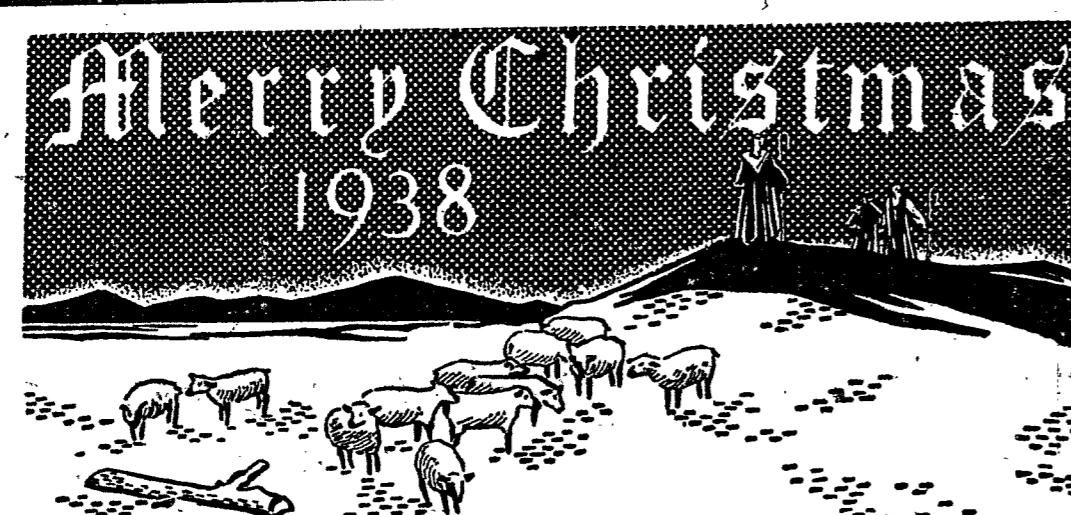
Martin's Bar

Frank Martin, Prop.



And A Happy and
Prosperous New Year
To All

SMITH'S
Cash Grocery



BEST WISHES FOR A MERRY CHRISTMAS
And a Full Measure of Happiness & Prosperity during the New Year
From

Hancock Insurance Agency
A. A. SCAFIDE, Mgr. — Phone 108 — Hancock Bank
"QUALIFIED INSURANCE SERVICE"



MERRY XMAS
and
HAPPY NEW YEAR
To All Our Friends
Red Star
SEAFOOD MARKET
Colson Bros. Props.



Merry Xmas
and
Happy New Year
To All
Piazza Bros.
Barber Shop



SEASON'S GREETINGS
From
...Porter's Service Station...
Gas — Oils — Lubricants



CHRISTMAS JOY
BREATH'S
Clothes For Men



To The Citizens of the Town of Waveland —
— FROM —
Mayor Thomas J. Bourgeois
Aldermen:
William A. Ruhr
Sylvane Moran
Harold Zimmerman, John J. Bordages, Mrs. Ernest Bourgeois
Frank Miller, E. G. Mandeville.



Our Best Wishes
for a
MERRY CHRISTMAS
and
HAPPY NEW YEAR

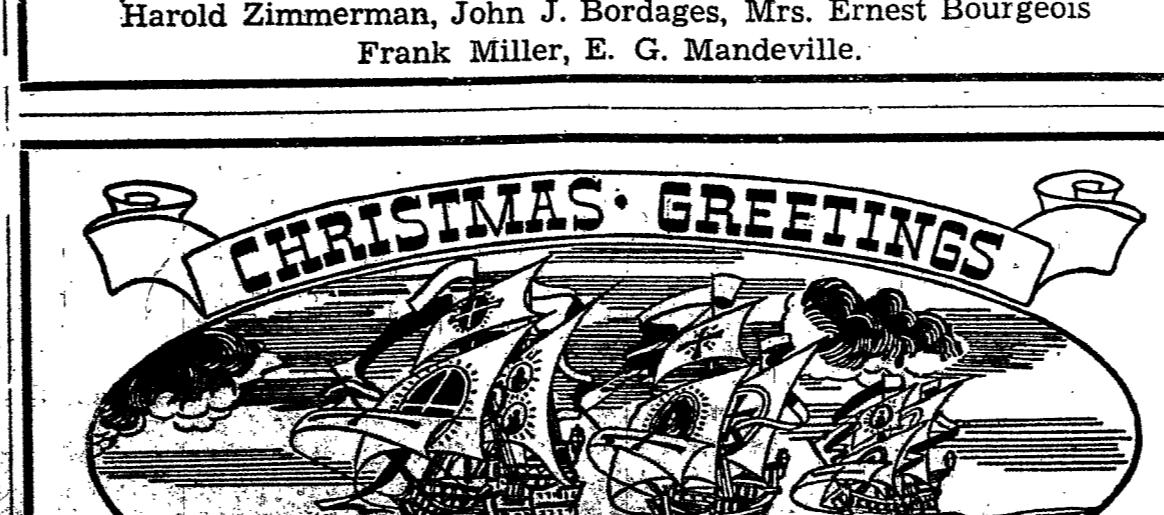
BEN F. HILLE
Agent for Oldsmobile



Merry Christmas
And Happy New Year
Gulf Coast Building
And Loan Ass'n
Robert L. Camors, President
Joe B. Burrow, V-President
Wena G. Phillips, Secretary



To Our Friends
And Customers
Bay Fish & Oyster
Market



MERRY CHRISTMAS AND A HAPPY NEW YEAR
FROM
HOTEL REED
We invite you to meet and entertain your friends in our COCKTAIL
LOUNGE and re-conditioned Coffee Shop — reasonable rates prevail
at all times.



To Our Friends and Patrons
We Extend the
Season's Greetings
FAHEY DRUG CO.

IF JESUS CHRIST SHOULD COME TO EARTH.

If Jesus Christ should come to earth
To celebrate His human birth,
I wonder what his lips would say
Upon this tangled Christmas Day.

I wonder if he would not think
The bitter cup he had to drink
Was little more than wasted wine
Upon a herd of selfish swine.

He came that men might learn to live,
He gave that men might learn to give.
He died that men might learn to die.
But have you learned? And, too, have I?

He spoke of peace. We prize of war.
We humble Christ. We honor Thor.
We stop our ears to cries for bread
Where hungry multitudes, he fed.

We shut our eyes to backs all bare.
We steel our souls to Pity's prayer.
Of love our very hearts are void
For passing millions unemployed.

We build our churches, tall and grand.
We celebrate on every hand.
With purple pomp and circumstance,
The banners of the Lord advance.

We sound our creeds in trumpet tone.
We chant to Christ upon His throne.
But half our zeal is hollow wood
When put to test by brotherhood.

If Jesus Christ should come today,
I think his loving lips would say:
"You lift me another cross,
When what you give for gold is dross."

"No mortal man should wear my name
Without the love for which I came.
There is no worth in any creed
Unless it meets another's need.

"To celebrate My day of birth,
Bring back my peace upon the earth;
And I shall call your Christmas good,
If it is born of brotherhood."

—DAVID E. GUYTON.

Blue Mountain, Mississippi.

Student Prints Reporter Reveals Priceless Antique In Bay St. Louis Home

If someone were to tell you that in your own home town there is a rare, priceless work of art which many famous people would "give their eye-teeth to own," you'd laugh, thinking him slightly cracked, and go your own blithe way. However, such a thing is true. There is, and has been, in Bay St. Louis, such an object for almost thirty-five years.

In the home of Mr. and Mrs. Gus Tempel, proprietors of the local music shop on Union street is just such an object. A piano made by the famous Ignace Pylet of France. Mr. Pylet worked for six years, carving and modeling by hand each part that makes up this exquisite masterpiece. This piano is the only one left of three of its kind in the world.

Upon entering the music store of Mrs. Tempel, we were met by that gracious and pleasing personality who conducted our purchases, and with whom we soon entered upon a conversation, music in general.

Mrs. Tempel asked if we wished to see her piano, "This piano is no ordinary one," said she. "It is one hundred and forty-five years old, and has quite an interesting history." Assuring her that we would like to see her "pride and joy" very much, we followed her into her living room, dimly lighted due to the setting sun, half expecting to see a much battered creaky heirloom as is usually the case whenever my imagination has been stirred and I am rapidly disillusioned. However, upon entering the room, dimly lighted through it was, the first thing that caught my eye was this marvelous work of art. At the first glance it seemed to have been delicately chiseled of the finest marble, however, when centered in the light, I could see that it was a masterpiece of wood carving and inlaid work. Its beauty lay not only in the delicateness of the woodwork, but in the sturdiness of its design.

When I remarked upon this fact, Mrs. Tempel assured me that it was very heavy.

Piano Polished With Bare Hand.

"Have you noticed that the piano is made of Bird's Eye Maple," asked Mrs. Tempel. "No varnish was used in finishing this work, and no varnish or polish has ever been used on it. The only way it has been or may be polished is by rubbing the bare hand on it." This she did and the result was a brilliance which, I dare say, can never be supplemented by any polish or varnish. "You can imagine," laughed Mrs. Tempel, "how many men of today would rub his hand upon a piano to polish it. However, it is one of the secrets of Pylet's trade and one that has made him truly great."

"This piano," said its proud owner, getting into the history of it, "was made for my grandfather, a member of the French nobility, in 1793. Mr. Pylet made three such pianos in his lifetime and spent six years in making each one. The first piano, made in 1781, was put upon the yacht of the king, which later burned and sank with the piano on board. We lost track of the second

SOMETHING ABOUT CARNEGIE TECH INST. OF PITTSBURG, PA.

From Where the Football Champions Hail—Play January 2, in Sugar Bowl Contest.

Carnegie Tech is a co-educational school in Pittsburgh, Pa. It was founded with an endowment of \$4,000,000 by Andrew Carnegie, American steel king, and contains four district schools: (1) The School of Applied Science, offering preliminary and specials in the field of engineering and chemical practice; (2) The School for Apprentices and Journeymen, which gives general training in order to counteract the dangers of over-specialization and over-emphasis of the practical as opposed to the theoretical side; (3) The School of Applied Design, offering courses in architecture and interior decorating; and (4) The Margaret Morrison Carnegie School for Women, giving training in dress-making and design and secretarial work.

Carnegie Tech also has a foundation of the United States Geological Survey, where investigations of fuels from all over the country are conducted.

Lord's Day Alliance urges the closing of New York and San Francisco expos on Sundays.

RED HEADS, WHO PLAY HERE FRIDAY NIGHT



RED HEADS, WORLD'S CHAMPION BASKETBALL TEAM TO PLAY HERE

Benefit of Bay High School Band—At Bay High Gym—This Friday Night.

Olson's All-American Red Heads, World's Champion Girls Basketball Team will meet Breath's Independents at Bay High Gym, this Friday Night, at 8 o'clock, for the benefit of the Bay High School Band. Admission will be 25c and 40c.

This team has played many of the best High School and College teams all over the country and have won more than seventy-five per cent of their games. They play men's teams under straight men's rules and are conceded to be one of the best aggregations of its kind in America.

Personnel of the team follows:

Gladys Lommel, World's Champion free thrower, Cleveland, Ohio, Second season with the Red Heads, height 6 feet.

Lila Blue—Cleveland, Ohio, Kentucky's wonder athlete. Second season with the Red Heads, height 6 feet.

Ruth Osburn—Missouri's Olympic Champion athlete, Third season with the Red Heads. Height 6 feet.

Hazel Smith—Queen of New England courts. First season with the Red Heads. Height 6 feet.

Hazel Vickers—Oklahoma's All American selection five years, star of Women's World games London, England, Third season with the Red Heads. Height 5 ft. 9 inches.

Peggy Lawson—Oklahoma All American selection. Rated by New York News as World's greatest woman player. Third season with the Red Heads. Height 5 ft. 8 inches.

Kay Kirkpatrick—Waco, Texas, All American star, the "Personality Girl." Third season with the Red Heads. Height 6 feet.

Records in the office of the internal revenue collector for Mississippi reveal, says the Clarion-Ledger, that 1463 persons and firms in the state have paid the federal government a license to sell intoxicating liquors. These licensed retail liquor dealers are taxed at the rate of \$25.00 each per year for the privilege of selling whiskey and other intoxicating beverages, and having obtained a federal license, the licensees take their own chances with the state laws. This licensing brings to the federal government approximately \$35,000 a year.

Besides the above there are 29 licensed wholesale liquor dealers in the state, they being located in the counties of Harrison, Hinds, Tunica, Leflore, Adams, Warren, Coahoma, Sunflower, Alcorn and Bolivar.

Harrison county leads with the largest registration of retail liquor dealers, with a total of 159. Warren county is next, with 134, and Bolivar third with 104. Jackson county has 50, which is ten more than Rankin, with its "Gold Coast." Hancock county is only one behind Jackson, with 49 licensed retail dealers.

of the waters of the Gulf. On the coast the winter visitor may choose from a wide variety of the type of recreation he prefers. Golfing, tennis, fishing, hunting, boating, riding, all are available within close proximity of any point. Rich in history and legend the coast is a never-ending source of things old and new.

TRAVELING TO THE MISSISSIPPI GULF COAST IS TIMELY

"Great White Way" Traces Scenic Route From Lakes To Gulf—Coast Is Unique.

Following article in the St. Louis Globe-Democrat, Sunday morning, December 10, was perused by hundreds of thousands of people of that and adjacent section and is part of the winter advertising campaign waged in the leading metropolitan newspapers of the country:

Mississippi towns and cities along the "Great White Way," direct all-paved route from Great Lakes to Gulf, again this winter are ready to extend a cordial welcome to visitors who are beginning their annual trek to the resort cities of the Mississippi Coast.

Those who visit the Magnolia State for the first time will find charm and beauty in the cities and countryside along Highway 51 and 49. In the midst of a prosperous farming and dairy country rise up such cities as Sardis, Grenada, Canton, Jackson, Hattieburg, and finally the coast resorts of Gulfport, Biloxi, Ocean Springs, Pass Christian and Bay St. Louis.

New Progress Symbols

The long history of the state has had a mellowing influence on the countryside along the 360-mile route, with new symbols of modern progress unobtrusively present in the country homes and farms and in the people themselves.

Saturday is still the "big day" for rural families who flock to the nearest town to purchase supplies and chat with friends on the street corners, though in their homes they have electric lights, radios and washing machines. The placid existence of town residents, many of whom live in homes used as hospitals or army headquarters during the war, between the states, adds to the attractiveness of a tour through the heart of the state, communicating itself to the visitors themselves.

Has Prewar Homes

Grenada, the city created by the official marriage of two towns, retains its antebellum homes yet possesses its share of the new-found industry which is springing up in the state. Sardis offers as one of its chief attractions a new giant earth-dam, third largest in the world, which is being constructed as a part of a far-reaching flood control program. Canton points proudly to the boyhood home of John McGraw, one of the state's most outstanding contemporary painters.

Fronting on the Gulf of Mexico, the Mississippi Coast is unique in that giant moss-clad live oaks trees grow down to the water's edge, combining their stately beauty with that

1463 LICENSED RETAIL LIQUOR DEALERS IN STATE, SAYS REV. AGT.

Hancock County Has Smallest Number in Coast Counties by 1—Interesting Figures.

An Associated Press news story from Washington carries this information:

The Federal Home Loan Bank review said today that "the newspaper is the most effective and favorite advertising medium of progressive savings and loan associations throughout the country."

The Review is the official organ of the Federal Home Loan Bank Board. It said that a poll of 271 selected associations showed that 55 per cent of their advertising dollars went for newspaper space and 72 per cent for newspapers, the most effective medium.

The Review urged that all associations give more attention to advertising, asserting it "should be allotted a definite place in the association's yearly budget and its division among the different media should be planned as far as possible upon the basis of known results."

Bay St. Louis Tent Hive, No. 67, Elect Officers For Year '39.

Bay St. Louis Tent Hive No. 67, Order of Maccabees, held election of officers Thursday evening at the Woodmen of the World Hall with a large group of members present. Officers elected were Fred E. Fayard, commander; Sidney Carnie, lieutenant commander, Mrs. Nellie Nelson, record keeper, Edward Anderson, assistant record keeper; Mrs. Clotile Lang, mistress at arms; Mrs. Mazie Bourgeois, first guard; Mrs. Carmelita Saucier, second guard; Mrs. Louis Sellers, Deborah; Jasper Fauchette, Judas, and Frank J. Nelson, Herman Fayard and John Dambrino, trustees. The new officers will be installed at the first meeting in January. A committee composed of Mrs. Nellie Nelson, Mrs. Clotile

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Waveland Activities

Personal and General News Notes of the Week From Sister City and Vicinity.

MRS. Alphonse Favre made a trip to the city.

Miss Maude Bourgeois has been spending several days with her mother and brother.

Mr. and Mrs. C. C. Levy, little Ann and Marcel Bourgeois made a trip to the city Monday.

Miss Rose Ruhr and Miss Anna Longenstein were in New Orleans Monday on business.

Gerald Favre, Alphonse Favre and Lloyd Garcia went on a hunting trip to Mr. Orte's camp.

Mrs. H. Longenstein entertained a party of friends at a Bingo game. She served refreshments after the game.

Mrs. Peter Monroe spent the day Tuesday with Mrs. Clem Penrose.

XMAS PLAY POSTPONED.

The Christmas play was postponed to a later date on account of the serious illness of Mrs. Lodo Bourgeois. Everyone earnestly prays that she will speedily recover.

DEVELOP NEW SPORT.

Mr. and Mrs. James Crump had Mr. and Mrs. Clem Penrose and some other friends on a rabbit hunt with fourteen Beagle hounds. A new sport in the East called Beagling.

CITY OFFICIALS GET INCREASED SALARIES.

Santa Claus came to the city of officials and gave them an increase in their salaries. Are they happy! Mr. August Ruhr was appointed Waveland's special officer.

CONGRATULATES CITY AND ST. STANISLAUS.

We congratulate our sister city Bay St. Louis and St. Stanislaus College for having been selected by Carnegie Tech football team as the ideal place in which to train for their approaching sugar bowl game and which attests to the popularity of the Gulf Coast.

A. & G. Theater

AMES & GASPARD, Probs.

G. AMES, Mgr.

Thursday-Friday, 22-23.

CLAIRE TREVOR & WAYNE MORRIS in "THE VALLEY OF THE GIANTS" (In technicolor) News and Musical Comedy.

Saturday, 24.

JOE E. BROWN & JUNE TRAVIS in "THE GLADIATOR" Cartoon—Last Chapter of Flash Gordon's Trip to Mars. And Chapter No. 1 of "THE LONE RANGER"

Sunday-Mon., 25-26.

CLARK GABLE & MYRNA LOY in "TOO HOT TO HANDLE" News and Cartoon.

Tuesday, 27.

DENNIS O'KEEFE & FLORENCE RICE in "VACATION FROM LOVE" Comedy and Short Subjects.

Wednesday, 28.

ROBERT CUMMINGS & MARY CARLISLE in "TOUCHDOWN ARMY" Short Subjects.

Thursday-Friday, 29-30.

BETTE DAVIS & ERROL FLYNN in "THE SISTERS"

"Sureshot" Dufour was on another hunting spree. He snapped sixty-five shells, and killed ten doves, nine of which were on the ground. Better luck next time.

Our Waveland barber, Chris Lader, has erected a temporary shop at his old stand on the Gulf Theater site. His former patrons will be glad to read this announcement.

DAVID MOLLERE MEETS WITH MISHAP.

Mr. David Mollere had an unfortunate mishap on the Jordan river bridge Friday night when he reached the bridge his truck load of pilings slipped and he was delayed two hours. Fortunately he was unharmed and he is thankful to Chester Bourgeois, Marcel Bourgeois, Harold Zimmerman, Jules and Julian Favre, August Ruhr and Rene Neceais who rushed to the scene to his rescue.

TOWN AWARDS CONTRACT FOR PAVING.

The Board of Mayor and Aldermen received five bids for the street paving. The Vulcan Construction Co., of Birmingham, Ala., was the lowest bidder. The contract is for \$38,325.00 of which the government grant is 45 per cent. The road will be Amisite concrete 10 inches thick. Work was started Tuesday, December 20th.

CHRISTMAS VERSES

An Infant came—the King of Peace, Bringing us joy and love; As soft and fair as lambskin's fleece, He left a home above.

When He came down, the earth stood still, Adoring at His feet; The very Angels felt a thrill, And made rich music sweet.

Shepherds and Kings did homage there, Would you then stay away? This Child your heart's true love would share, Blessing your Christmas day.

Who could resist a child so dear, So lovely and so mild? Listen to His appealing—hear, By His sweet voice begged.

—RIFXORD J. LINCOLN, Conception Jr. College, Conception, Mo.

NOTICE

In the Chancery Court of Hancock County, Mississippi. No. 4151

In the Matter of the Validation of \$24,000.00 (Twenty-Four Thousand Dollars) of Street Improvement Bonds of the Town of Waveland, Hancock County, Mississippi, issued for the purpose of making street improvements in the Town of Waveland, Mississippi, as fully described in the resolutions, ordinances and proceedings of the Board of Mayor and Aldermen of said Town, adopted and approved on December 6th, 1938.

To the Tax Payers of Town of Waveland of Hancock County, Mississippi.

NOTICE

You are hereby notified that the matter of the Validation of the above mentioned Bonds will come on for hearing before the Chancellor at the Court House of Hancock County, Mississippi, on the 27th day of December, 1938, or on or before which date, objections, if any, must be filed.

On a round-the-world flight, Miss Loy crashes her plane in Shanghai.

A keen rivalry begins to obtain for flying services for rival newsreel companies. She joins Gables company on condition it finances her to find her missing brother, believed to be held prisoner by jungle natives. Meanwhile, Miss Loy and Gable scoop the world with a newsreel of a burning liner. Gable and Pidgeon finance her expedition and the brother is rescued. Back in New York, Miss Loy rushes into Gable's arms during a gun battle.

The Chorus is composed of forty-voices and includes students from all of the High School classes. The club has given a program annually for a number of years and has always met with great success.

Mrs. Smith stated, "I hope that the chorus club this year will do credit to the high standing it has held in the past."

The Cantata, written by Nolton, is in two parts, soprano and alto. It also includes several solos which are namely: "In the Watches of the Night," by Corine Strong; "Jesus Our Lord," sung by Adelaide Mupp; "How Beautiful Upon the Mountain" by Carrie Lynn Nolan.

Breath's Haberdashery Five Defeat Gulfport's Cahill Quintet Friday

Breath's Independents of Bay St. Louis defeated the Cahill quintet of the Gulfport independent basketball league at the Gulfport Fair Grounds gymnasium Friday night, scor 21 to 12.

Maurig and Ziegler were the offensive stand-outs for the Bay St. Louis cagers, scoring nine and eight points, respectively. Broodus and Choat, with four points each, set the pace for the Gulfport team.

The lineups:

Breath's fg fg fg
Manier, f 0 0 0
Toca, f 0 0 1
Ziegler, c 3 2 3
Maurig, g 4 1 0
Quintini, g 1 0 0
Bontemps, f 1 0 0

Totals 9 3 4
Cahill: 0 0 3
Koch, f 0 0 0
Davis, f 1 1 1
Rippey, c 2 0 1
Cahill, g 0 0 0
Broodus, g 2 0 0
Ansley, f 0 1 0

Totals 5 2 5

We handle a complete and select assortment of

Building Material

and can supply at once to build any type of

dwelling or business place of any size. OUR

VAST SUPPLY DEPARTMENT ALWAYS

FULLY STOCKED. Also a full line of

Sherwin-Williams Paint

—The Better Kind—

No order too small or too large to handle.

We specialize in better lumber at no more cost than the inferior kind.

MAGNOLIA STATE SUPPLY COMPANY

Individual and Personal attention at all Times. Prices and estimates cheerfully and promptly given at all times. We are friendly. Our force uniformly courteous.

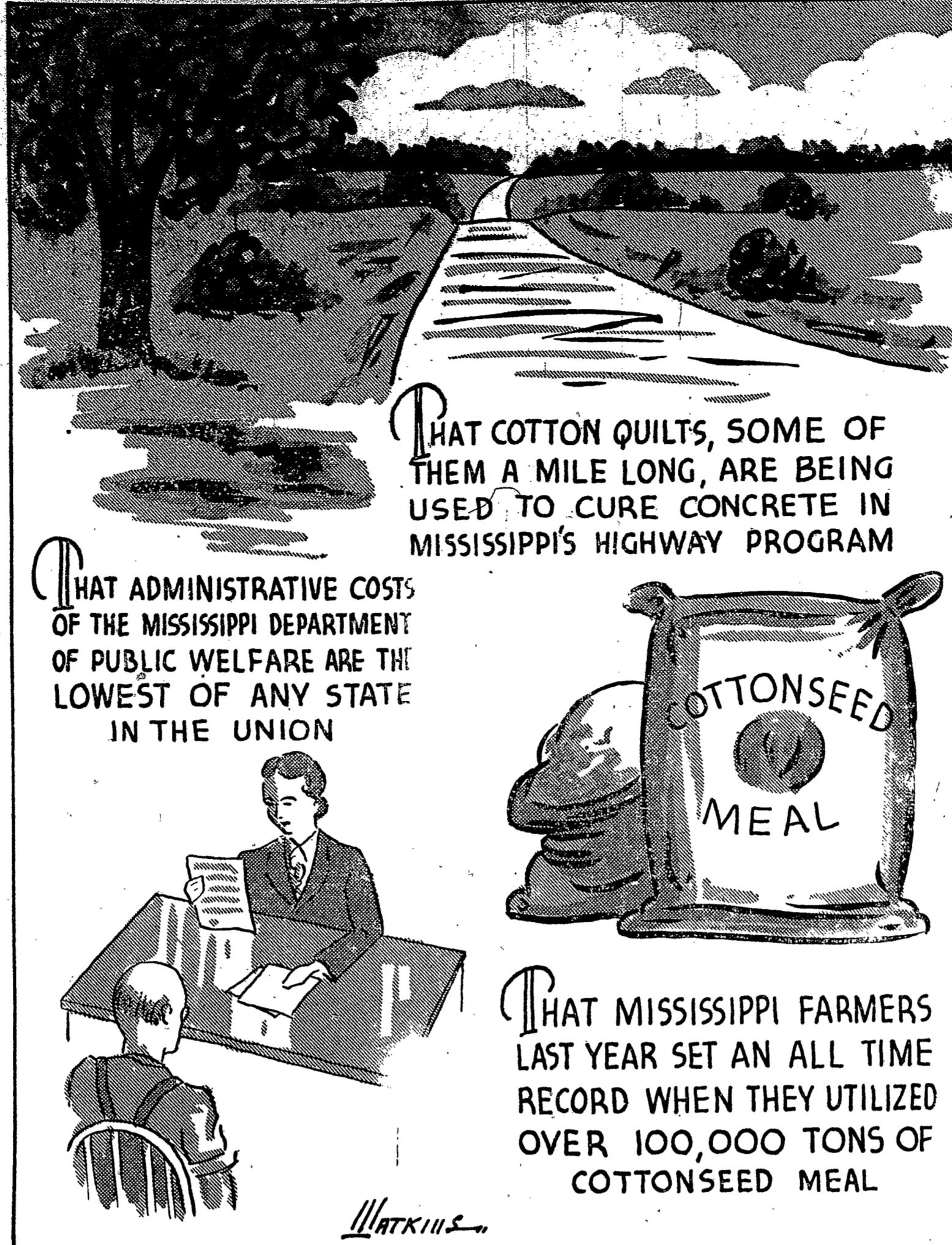
TELEPHONE 7

MAIN STREET

BAY ST. LOUIS MISS.

MAGNOLIA BLDG.

It's a fact... MISSISSIPPI ADVERTISING COMMISSION



THAT COTTON QUILTS, SOME OF THEM A MILE LONG, ARE BEING USED TO CURE CONCRETE IN MISSISSIPPI'S HIGHWAY PROGRAM

THAT ADMINISTRATIVE COSTS OF THE MISSISSIPPI DEPARTMENT OF PUBLIC WELFARE ARE THE LOWEST OF ANY STATE IN THE UNION

THAT MISSISSIPPI FARMERS LAST YEAR SET AN ALL TIME RECORD WHEN THEY UTILIZED OVER 100,000 TONS OF COTTONSEED MEAL

NOTICE!

TO OUR PATRONS
OF BAY ST. LOUIS
AND THE COAST—

There is just one
..ANGELO'S PLACE..
On the Beach GULFPORT, MISS.
Positively No Branches.

"FOR EXCLUSIVE LADIES READY TO WEAR"

ROSENBLUM'S
Department Store
—GULFPORT—
AN IDEAL PLACE TO SHOP.

Bring Us Your Hogs For Complete Sugar-Cure and Hickory Smoke. Satisfaction Guaranteed. Prices Reasonable. We Pay Phone Calls For Additional Information.

V. N. Howie Packing Co.

PHONE 407 GULFPORT, MISS.

Plant Located on East Railroad Street.

Why Editors Get Rich.

Bay High School
Letter Men To
Receive Awards.

A daughter is born. The attending physician gets \$10; the editor gives the loudmouthed youngster and the happy parents a sendoff and gets \$0. When the baby is christened, the clergyman gets \$10. The editor gets \$100 for his writeup. She grows up and marries. The editor publishes another long-winded article to be SEALED BIDS.

These bids will be opened at the hour of 10:00 A. M. on said date and place and read aloud in open session, tabulated and award made there and then in accordance with Plans and Specifications which shall govern the Construction Features of said Project.

Plants and Specifications will be released by the Engineer, namely, F. P. Joseph, Glenmore, La., upon payment of \$250.00 which amount will be refunded to bona-fide Bidders only.

The Bidder of this Project shall submit a Base Bid which shall include every item of Labor, Tools, materials and Equipment. In addition thereto, the General Contractor shall provide in his Bid for payment of Legal and Engineering Costs incurred by the City for said Project. These costs shall also include Lands, Buildings, Rights of Way, Printing Publications and Engraving, except such modifications as may be provided in the Specifications.

The Bonds for the Construction of this Project are unsold, however, due to the emergency of the season for such project the Contractor shall actively prosecute the Project within 5 days after Work Order is issued by the Engineer to start the Project, which Work Order will be issued 5 days after signing the Contract.

A Certified Check in amount of \$1500.00 shall be enclosed with the Bid as evidence of good faith that the Contractor will proceed with the work upon notice of the Engineer. This Check will be forfeited to the City of Bay St. Louis in event of non-compliance with the specifications and shall be regarded as liquidated damages and not as punishment in event of failure to sign the Contract.

No bid will be received after hour specified for opening of Bids.

Plans and specifications will not be furnished 24 hours prior to the time of opening of Bids.

Bids shall be plainly addressed to the Clerk of the Commission Council of the City of Bay St. Louis, Miss. and marked SEALED BIDS FOR NATURAL GAS SYSTEM.

The City of Bay St. Louis, Miss. reserves the right to accept any bid submitted or to reject such bids as they may deem do not serve the interest of the City, to waive formalities and to proceed to make such award as best serves the interests of the City of Bay St. Louis, Miss. THE MAYOR AND COMMISSION COUNCIL OF CITY OF BAY ST. LOUIS, MISS.

By H. GRADY PERKINS, City Clerk. F. P. JOSEPH, M. E., Consulting Engineer, Glenmore, La.

REDUCED LONG DISTANCE telephone rates will be in effect this year on Christmas and New Year's day, and the Monday after each of these holidays, on calls between points in the United States.

The low night rates regularly in effect every night after seven and all day Sundays will apply on the two holiday weekends beginning at seven Saturday night and extending until 4:30 the following Tuesday morning. This includes both Person-to-Person and Station-to-Station calls.

Use this opportunity to make both the Christmas week-end and New Year's week-end this year a time of greater happiness.

The cost is low. With these special low rates in effect you can talk a distance of 100 miles for 35 cents, 200 miles for 65 cents, 1,000 miles for \$1.85 and greater distances at correspondingly low cost when using Station-to-Station service. Person-to-Person service is slightly higher.

TO enjoy work, a woman must feel well. Cardui aids in building up the whole system by helping women to get more energy from their food—and so increases resistance to the strain of functional periodic pain. Try it!

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
INCORPORATED

CHANCERY SUMMONS

THE STATE OF MISSISSIPPI
To Dixie Brewing Co. Inc.

You are summoned to appear before the Chancery Court of the County of Hancock in this State, on the Fourth Monday of February, A. D. 1939, to defend the Suit No. 4149 in said Court of Earl Losset.

The same being a suit for personal injury described, wherein you are a defendant.

This the 2nd day of December, A. D. 1938.

(SEAL) A. G. FAVRE, Clerk.

